

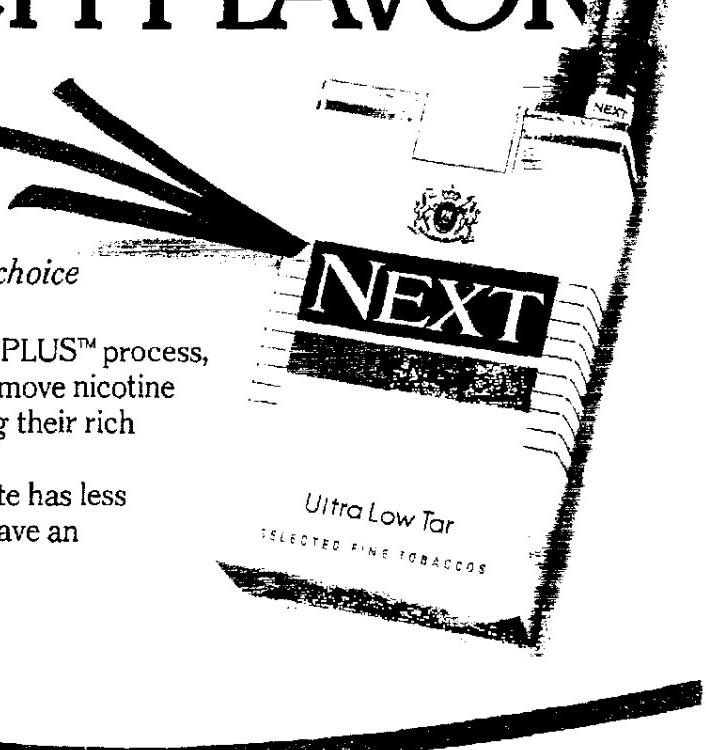
NEXT OMAHA/PEOPLE 11/6/89

INTRODUCING DE-NICOTINED TOBACCO WITH RICH FLAVOR

*New NEXT offers smokers a choice
they have never had.*

Thanks to our patented FreePLUS™ process,
it is now possible to naturally remove nicotine
from fine tobaccos while leaving their rich
flavor intact.

As a result, our new cigarette has less
than 0.1 mg nicotine. And you have an
important new option in NEXT.
A cigarette you'll enjoy.



De-nicotined tobacco and rich flavor
in a cigarette you'll enjoy. So follow the arrow.

 **FreePLUS** NATURALLY EXTRACTS NICOTINE FROM FINE TOBACCOS,
LEAVING RICH FLAVOR AND LESS THAN 0.1 MG NICOTINE.

Available in Regular and Menthol, Kings and 100's.

Available in limited areas.

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SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

Kings: 4 mg "tar," 0.04 mg nicotine—100's: 6 mg "tar,"
0.06 mg nicotine av. per cigarette by FTC method.

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